

FY2015 CHNA&HIP Progress Report

Clayton County

Community Health Improvement Plan

GOAL	Strategies	Progress on Strategies
<p>#1: To prevent increase in substance use among Clayton County youth grades 6-11 by December 2015.</p> <p>Baseline data: Baseline data: Clayton County Iowa Youth Survey Trend Results, utilizing current use (i.e. any use within the past 30 days). 2008 figures for alcohol were 23.1%; Tobacco – 10.9%; Illegal Drugs – 8.4%. Please note that Clayton County experienced an INCREASE in tobacco use between 2002 -2005 (.4%) and an INCREASE in illegal drug use from 2002-2005 (3.5%).</p>	<p>Collaborate with community partners to offer programs to reduce adolescent associated risk behavior related to substance use issues: teen pregnancy and motor vehicle accidents for community and school districts.</p>	<p>Substance Abuse Services for Clayton County, Inc. (SASCC) provided All-Stars program for middle school students in two school districts. All-Stars is an evidence based program designed to reduce risky behaviors and substance use. Draw the Line/Respect the Line is an adolescent pregnancy prevention program facilitated by SASCC at four middle schools within the county. SASCC offers tobacco prevention and alcohol prevention for all area fourth graders at the annual safety fair. SASCC offers individuals presentations to all area schools, including the Alternative High School on topics such as alcohol, tobacco, and healthy choices. According to the 2014 Iowa Youth Survey Data, 30 day alcohol use among 6-11 grade students has fallen to 12% and Tobacco use has fallen to 7% for all tobacco products (including cigarettes, cigars, smokeless tobacco, dissolvable and e-cigarettes). However, 30 day use of illegal drugs (including misuse of prescription and over-the-counter medications) has risen to 11%. Central Community Hospital activities include Tobacco Class for 3rd Grade at MFLMarMac; supported school assembly on substance abuse: grandfather shared program on loss of grand-daughter due to drunk driver.</p>
	<p>To develop and implement a community readiness survey within at least two communities in Clayton Co.</p>	<p>SASCC implemented a community readiness survey across the county, interviewing 13 people from different communities and professional backgrounds.</p>
	<p>Analyze the results of community readiness survey and use the information to implement strategic plan and further programming.</p>	<p>Results from the community readiness survey were analyzed and used to help prepare a community assessment workbook relating to underage alcohol use and adult alcohol use which is available at www.myctb.org. The results were also used to develop a strategic plan, logic model and action plan for a Strategic Prevention Framework State Incentive Grant (SPF SIG) project in Clayton County. Strategies implemented included a media campaigns directed at underage drinking ; alcohol compliance checks; alcohol restrictions at community events; shoulder tap program and social host ordinance. Additionally, this information is being utilized to offer presentations and programs in area schools and communities within the county. Based on community readiness surveys completed in 2011 and 2014 regarding underage drinking, the county has seen an increase in readiness level. This indicates more residents are aware of the issue of underage drinking and are more willing to address the issue.</p>

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#2: To develop and implement an alcohol consumption survey to collect data to determine baseline by 6/30/11. Baseline data: To be determined from the survey.	To organize and implement a social marketing campaign to promote participation in the Alcohol consumption survey.	SASCC developed an alcohol survey to determine how many Clayton County residents were aware of low risk drinking guidelines and definition/consequences of binge drinking. In FY11, 105 people were initially surveyed with low knowledge of low-risk and binge drinking. A follow-up survey was not completed that year. In FY12, 53 adults were surveyed and 42% reported increased knowledge of binge drinking consequences. In FY13, 105 adults were surveyed and 48% reported increased knowledge of binge drinking. Additionally, 52 adults were surveyed regarding low-risk drinking guidelines and 47% reported an increase in knowledge. In FY 14, 50 adults were surveyed and 53% reported increased knowledge of binge drinking. Brochures were developed to educate people regarding the low-risk drinking guidelines and definition/consequences of binge drinking. These brochures have been distributed in various venues across the county and posted on the SASCC website. Additionally articles were written and submitted to area media outlets.
	Analyze the results of community readiness survey and use the information to implement strategic plan and further programming.	Results from the community readiness survey were analyzed and used to help prepare a community assessment workbook relating to underage alcohol use and adult alcohol use which is available at www.myctb.org . The results were also used to develop a strategic plan, logic model and action plan for a Strategic Prevention Framework State Incentive Grant (SPF SIG) project in Clayton County. Strategies implemented included a media campaign targeting adult binge drinking and alcohol restrictions at community events. Additionally, this information is being utilized to offer presentations and programs in area schools and communities within the county. Based on community readiness surveys completed in 2011 and 2014 regarding adult binge drinking, the county has seen an increase in readiness level. This indicates more residents are aware of the issue of adult binge drinking and are more willing to address the issue.

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<p># 3: Goal: To prevent a further rise in obesity in children ages 2yrs to 12 yrs. in Clayton Co. by December 2015.</p> <p>Baseline: School data (Fall 2010) - Kindergarten Class of 2023: 18% overweight and 23% obese.</p> <p>WIC data (2010) for Clayton Co: 31-37% of children under age 4 are obese.</p> <p>Clayton Co. Head Starts (Fall 2010): 44% overweight or obese (= or above 85th %ile) and 24% obese (= or above 95th%ile).</p>	<p>To develop a data collection system for children in Clayton Co. for ages 2-12 yrs. to track weights/BMI's of students in schools to assist in evaluating if future programs implemented are decreasing incidence of obesity.</p>	<p>NEIFFI began working on a regional BMI data collection system with Luther College. Central Community School, MFL Mar-Mac and Clayton Ridge school nurses are all participating. NEIFFI partners with NEICAC to collect Head Start BMI data – this past year showed 38.9% of Northeast Iowa Head Start children qualifying as overweight or obese compared to 28.5% of children nationally – this included Monona and Guttenberg sites. NEIFFI with NEICAC implemented Farm to Preschool and a wellness policy to address this issue at both Clayton Co. sites.</p>
	<p>Collaborate with NEIF&F for Central Community, Clayton - Ridge, and MFL-MAR-MAC schools to develop active School Wellness programs to address educational needs of student and staff and policy development.</p>	<p>All 3 schools do have a wellness committee developed. CCH participates in monthly meetings at Central Community School and activities they develop. Central Community School and Clayton Ridge Schools now work in full partnership with NEIFFI, and share an equal financial investment. Solid commitments have been made to increase the amount of local food served in school, designate time for nutrition education across the curriculum, create active classrooms and focus on wellness throughout the school community. MFL Mar-Mac participates, however not the same capacity. Two NEIFFI service members from Food Corps and AmeriCorps serve within the Central and Clayton Ridge schools, committing their time and passions to the school districts to promote wellness throughout the school community.</p>
	<p>Increase promotion and awareness of environmental activities/opportunities to increase individual physical activity by working with local partners.</p>	<p>A Walking School Bus operates in the Central School District involving students and adult volunteers. NEIFFI worked with Clayton Co. PH to obtain an I-Walk award. On Sept. 29, 2014 nine Elkader community volunteers worked with NEIFFI & ISU staff to map out Elkader regarding walkability and safety.</p>
	<p>Work with NEIF&F Community Health sub-committee to utilize IDPH "Healthy Communities Wellness Grant" to focus on health messaging targeted to children ages 0-8 yrs.</p>	<p>"Together We Grow Healthy Kids" is the primary message on all educational materials that have been developed to use with children and young families. Educational curriculum has been developed by the NEIF&F team for daycare, pre-school and head-start teachers to utilize with their classes. All participating classrooms display the message via posters.</p>
	<p>Work with NE Iowa Food & Fitness Initiative to ensure that caregivers (family and others) of children from birth to age five provide access to healthy food and active play every day.</p>	<p>NEIFFI has including Early Head Start (EHS) in the Farm to Preschool program (F2PS)with home visitors in Clayton Co. Two EHS parent education sessions were held by NEIFFI in Clayton Co. with 30 parents participating. We have included Central and MFL Mar-Mac preschool classrooms and St. Mary Preschool in F2PS increasing from 2 classrooms to 7 classrooms.</p>

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		<p>2014- 2015 NE Iowa Head Start Parent Survey - A paper survey was sent home with 253 Head Start children for their parents to fill out in January 2015, (this included 2 sites in Clayton Co.). 120 surveys were returned, for a 47% response rate. Three out of four (75%) parents strongly agreed that their child is more likely to choose or try healthy foods since participating in Farm to Preschool activities. This is very similar to the 2013-14 parents survey, in which 77% of parents strongly agreed, showing that Farm to Preschool continues to have a positive impact on children's willingness to try new foods. Two out of three (66%) of respondents strongly agreed that their family has made healthier food or wellness choices since starting Head Start. Again, this is similar to 2013-14, when 68% of parents strongly agreed. Three respondents shared additional comments regarding their child and food, all indicating that Farm to Preschool activities are positively received by Head Start families and/or having a positive impact on children:</p> <p>"Great way to get my child to try new things" Decorah Parent</p> <p>"When my son plays 'Walmart' he always buys vegetables and fruit!" Monona Parent – Clayton Co.</p> <p>"I like that they have a choice but feel there should be a minimum amount required." Oelwein Parent</p>
	Work with NE Iowa Food & Fitness Initiative who helped created and implemented a Head Start Wellness policy for children in Head Start.	Both Head Start centers in the region incorporate 60 minutes of physical activity daily during monthly compliance checks by NEIFFI. We have seen both sites exceed the 60 minutes.
	Work with NE Iowa Food & Fitness Initiative and Head Start to do parent engagement and education on better nutrition for children and families.	4 parent/family education sessions were held by NEIFFI in Clayton Co. Head Start sites. Monona and Guttenberg both had a nutrition/portion control lesson and a Family Cooking on a Budget night. Guttenberg had 60 attend and Monona had 50 attend - an increase from the previous year.

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<p>#4: Goal: To prevent further rise in % of obesity of Clayton Co. residents over age 18 by December 2015.</p> <p>Baseline data: County Health Rankings September 2010: 28% of adults are obese.</p>	Expand adult "Healthy Lifestyle" classes' county wide with the educational programs.	<p>Feb 2014 to March, 2015. Jan-March, 2014 Activities by CCH include Ladies' Day Out presentation on healthy lifestyle choices and two classes at Central Community School on Body Image and Nutrition for 8th grade. April-June, 2014 activities by CCH include Healthy U with 20 participants in Elkader; Lunch and Learn on Nutrition for 12 employees of Alpine Communication, Elkader; Nutrition classes at Central Community School and MFL MarMac School; booth at MFLMarMac Wellness Fair; Wellness Challenge for 125 participants online; Lunch and Learn at Central State Bank; attend monthly Central Community School Wellness Committee meetings; organized Water Challenge for Central Community Hospital employees (Burst Your Thirst). July to September, 2014 Activities by CCH include Day Camps at MFL MarMac elementary students; attend monthly MFL MarMac Wellness Committee meetings. Oct-Dec, 2014 CCH activities include Class on Healthy Relationships at MFLMarMac and attended their monthly Wellness Committee meetings; Jan-March, 2015 CCH activities include Lifestyle Management for adults and children in Monona; Healthy Relationships Class at MFLMarMac; Body Image at Central Community School, Heart Disease at Central Community School, Nutrition at Central Community School and Stress at Central Community School.</p>
	Increase promotion and awareness of environmental activities / opportunities To increase individual physical activity by working with local partners.	NEIF&F Advisory Board subcommittee for trails/recreation is very active. Has developed maps of local trails and recreation sites in NE Iowa. Has listing of activities on NEIF&F website.
	Promote Wellness Screening which may include glucose or HHgA1C, lipid panels, and Blood pressure checks for Clayton Co. adults.	Central Community Hospital offered a wellness screening for the public in February, 2015. Approximately 300 people participated in the screening.
	Promote nutritional educational opportunities for Clayton Co. residents.	

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# 5 Goal: To prevent an increase in number of falls among older adults in Clayton Co. Baseline: Data from IDPH, 2002-2006 indicates the hospitalization rate for falls for all ages in Clayton Co. is 158.4 in comparison to 197.3 in Iowa. For age over 65 in Clayton Co. the hospitalization rate is 634.2 in comparison to 1,175.2 in Iowa. The death rate for falls for all ages in Clayton Co. is 13.1 in comparison to 8.5 in Iowa. The death rate for over age 65 from falls is 53.3 in Clayton Co. compared to 69.5 in Iowa.	To conduct "Matter of Balance" classes in at least two Clayton Co. communities over the course of 18 months. Since Matter of Balance is an evidence based program already; research has shown that participants who complete the class show significant improvements regarding their ability to: find a way to get up from a fall, find a way to reduce falls, protect themselves if they fall, increase their physical strength, become more steady on their feet, and increase social activity and exercise levels.	Central Community Hospital surveyed the county with the Elkader Health Care Coalition to define who would like to host the class. CCH staff member attended a Falls Prevention Class in Des Moines, IA on National Falls Day and brought information back to the CCH AIM Committee. Falls program was held at CCH on November 18, 2014. CCH offered a Strength and Balance Program at Good Samaritan Nursing Home, Postville, IA.
	All participants complete a pre and post questionnaire that is submitted to the national research organization following progress which will be used to measure effectiveness of program.	

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# 6 Goal: Prevent increase in number of falls among older adults in Clayton Co. Baseline: Data from IDPH, 2002-2006 indicates the hospitalization rate for falls for all ages in Clayton Co. is 158.4 in comparison to 197.3 in Iowa. For age over 65 in Clayton Co. the hospitalization rate is 634.2 in comparison to 1,175.2 in Iowa. The death rate for falls for all ages in Clayton Co. is 13.1 in comparison to 8.5 in Iowa. The death rate for over age 65 from falls is 53.3 in Clayton Co. compared to 69.5 in Iowa. Central Community Hospital (CCH) ER rate on falls - 2003's top reasons for ER Presentation at CCH/Falls were #4. 2008 top reason for ER Presentation at CCH/Falls increase to #1 and remained #1 in 2009-2010. 2010 CCH ER Falls Rate was 10 % (100 out of 930)	Strategies: Committee will be formed to address community based falls in older adults by Feb. 2011 Plan of action (Community Based Falls Prevention Program for Older Adults) will be developed by June 2011 Implementation of plan will begin by July 2011	

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Increase nurses and community understanding of mental health issues and techniques to decrease patient stress and protect healthcare workers and patients.		CCH Activities for March, 2014-March, 2015. Three nurses attended Mental Health First Aid class and shared information at Nurses' Meeting. Met with Jean Gage, Clayton County General Relief Officer, to identify options to work on mental health issues on county level and multi-county level. Two staff members certified in ALICE (active shooter training) and they planned county educational classes after forming a county coalition. Supplies were purchased for ALICE classes and August, 2014 class for Central Community School completed. Edgewood School also had an Active Shooter presentation by Clayton County Coalition led by CCH staff. All schools in Clayton County have received education. All CCH policies and procedures reviewed to include staff safety education on Active Shooter and Ebola. Preparing for Grief Support classes in Elkader. Meeting with local magistrate and law enforcement to define process to care for behavioral health patients.

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Improve care coordination in county by participating in established health care coalitions.		CCH Activities from March, 2014 to March, 2015. Participated in drill for mass distribution of drugs/PPE in a disaster. Elkader Healthcare Coalition is addressing ways to reduce readmissions. Meetings continue quarterly with CCH leadership. Community class on "How to Choose a Nursing Home." and one on "Alzheimer's." Working on reducing unnecessary readmissions. Identified social determinates related to readmissions. Making progress by identifying root causes and identifying ways to overcome the causes.